Amendments to the Claims:

This listing of the claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1.   (currently amended) A system implemented in a computing environment comprising:

a plurality of content providers;

one or more content handlers distributed throughout a network and coupled to one or more of the plurality of content providers through the network, to receive content from one or more content providers; and

a feedback generator coupled to the content handlers and configured to review the content and dynamically and automatically gather and assemble targeted marketing feedback information based on the review and append the feedback information to the received content before forwarding the content to a requesting user and further configured to embed a personal identifier of the requesting user in the feedback information that uniquely identifies the requesting user to allow the system to automatically identify users sending feedback information back to the system.

2.   (original) A system according to claim 1, wherein the content handler(s) generate the feedback information based, at least in part, on the received content.

3.   (original) A system according to claim 1, wherein the content handler(s) receive the feedback information from a third-party content provider to append to received content, based at least in part, on the received content.

4.   (previously presented) A system according to claim 1, wherein the content handler(s) receive the feedback information from the content providers and wherein the personal identifier is a bar-code that is visibly displayed on a printed document containing by the feedback information.

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5.   (original) A system according to claim 1, the content providers comprising:

formatting services, to receive content from a content provider and generate feedback information to append to the received content based, at least in part, on the received content.

6.   (original) A system according to claim 1, wherein the feedback information is a form which the requesting user can manipulate to automatically order product, services and/or content from one or more of the plurality of content providers or purveyors associated with the feedback information.

7.   (original) A system according to claim 1, wherein the feedback information, regardless of source, is related to the content of the received content.

8.   (original) A system according to claim 1, further comprising:

a computing device, the computing device including,

a storage device having stored therein a plurality of executable instructions; and

an execution unit, coupled to the storage device, to execute at least a subset of the plurality of executable instructions to implement one or more of the content handler(s).

9.   (original) A system according to claim 1, wherein the content handler receives user modified feedback content and initiates an action based, at least in part, on the user-modified feedback content.

10.   (original) A system according to claim 9, wherein the action reflects the user-modified feedback content and may include one or more of ordering a product, issuing a request to a content provider for additional information, scoring an exam and reporting results to the user and/or content provider, and the like.

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11.   (currently amended) A method implemented in a computing environment comprising:

receiving content from a content provider from a network while in route to a requesting user in response to a request for such content;

reviewing the content;

gathering and assembling targeted marketing feedback information based on the review;

appending the feedback content dynamically and automatically to the received content before forwarding the received content with appended feedback content to the requesting user; and

embedding a personal identifier of the requesting user in the feedback information that uniquely identifies the requesting user to allow the system to automatically identify users sending feedback information back to the system.

12.   (original) A method according to claim 11, wherein appending feedback content comprises:

generating feedback content based, at least in part, on the received content; and

inserting the feedback content in to the received content in accordance with formatting preferences of the content provider.

13.   (original) A method according to claim 11, wherein appending feedback content comprises:

receiving feedback content from a third-party provider; and

inserting the feedback content in to the received content in accordance with formatting preferences of the content provider and/or the third-party provider.

14.   (original) A method according to claim 11, wherein appending feedback content comprises:

receiving feedback content from the content provider; and

inserting the feedback content in to the received content in accordance with formatting preferences of the content provider.

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15.   (original) A method according to claim 11, wherein the feedback content comprises an interactive form, enabling a user to respond to the feedback content.

16.   (original) A method according to claim 15, wherein the interactive form is an examination over material covered in the received content.

17.   (original) A method according to claim 15, wherein the interactive form is a request for further information regarding the received content.

18.   (original) A method according to claim 11, further comprising:
receiving user-modified feedback content from the user; and
initiating an action on behalf of the user based, at least in part, on the user-modified feedback content.

19.   (previously presented) A method according to claim 18, wherein the user-modified feedback content is received at a network address determined by the feedback generator and wherein the personal identifier is a bar-code that is visibly displayed on a printed document containing by the feedback information.

20.   (original) A method according to claim 18, wherein initiating an action comprises one or more of Issuing a message to a content provider for additional information, ordering a product for delivery to the user, scoring an exam and reporting results to the user and/or generator of the feedback content, and the like.

21.   (currently amended) A storage medium usable in a computer system comprising a plurality of executable instructions at least a subset of which, when executed, implement a content handler with integrated feedback facilities, to receive content from one or more content providers from a network while in route to a requesting user, and a feedback generator coupled to the content handlers and configured to review the content and dynamically and automatically gather and assemble

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<u>targeted marketing feedback information based on the review and</u> append <u>the</u> feedback information to the received content before forwarding the content to a requesting user and further configured to embed a personal identifier of the requesting user in the feedback information that uniquely identifies the requesting user to allow the system to automatically identify users sending feedback information back to the system.

22.   (previously presented) A storage medium according to claim 21, wherein the feedback content generator dynamically generates feedback content to append to received content based, at least in part, on the received content and wherein the personal identifier is a bar-code that is visibly displayed on a printed document containing by the feedback information.